Face-to-face Greeting Standards

Standard	Standard Achieved	Considerable Development Needs.
Customers should be greeted with a smile, and a 'good morning'/'good afternoon'.	• Greeting the customer in a friendly, approachable and warm manner.	• Sullen faced. • Acting in an unfriendly and unapproachable manner.
Employees should approach customers in a confident manner.	• Employee approaches the customer in a confident, upright manner.	• Employee is slouching, and nervously approaches the customer.
A handshake should always be part of the initial and final meeting.	• Employee greets the customer with a firm (but not too strong) handshake.	• Employee does not offer hand. • Handshake is not confident.
Employees should introduce themselves in the following manner – "hello, I'm…… I work in the …..department.	• Greeting using a formal introduction.	• No formal introduction/ greeting used.
Eye contact should be gained and maintained.	• Eye contact should be gained within 5 seconds of meeting the customer, and maintained throughout the conversation.	• Eye contact is not gained at all. • Staff member stares at the customer throughout the conversation.
Create a positive impression by being professional, friendly and interested.	• Addresses the customer by their surname at appropriate times during the meeting. • Sounds interested and gives customer space to think/respond. • Summarizes understanding of customers needs/wants.	• Addresses customer using their first name when not invited to do so. • Sounds uninterested. • Interrupts the customer at inappropriate times. • Does not acknowledge customers feelings, and fails to respond to them. • Allows their voice to become sharp, sarcastic and abrupt.

Treats every individual uniquely.	- Sounds interested. - Creates rapport by giving the customer their full attention. - Actively listens and acknowledges using empathy and patience.	- Sounds uninterested/bored. - Shows impatience and displays a lack of empathy. - Conversations are unbalanced. - Too many/few questions. - Too little/much information.
Body language should be attentive at all times.	- Employee demonstrates they are alert and listening, by maintaining eye contact with the customer. - Open body language gestures.	- Constant yawning. - Frequent concentration lapses. - Fidgeting, playing with hair. - Closed body language gestures.
Delicate/sensitive issues should be dealt with in a proper manner.	- Discussions are carried out in a private area/booth. - Member of staff can empathise with situation of customer.	- Private matters discussed openly in front of others. - Member of staff is not able to empathise with customer.

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